

The Power and Pitfalls of Email Marketing



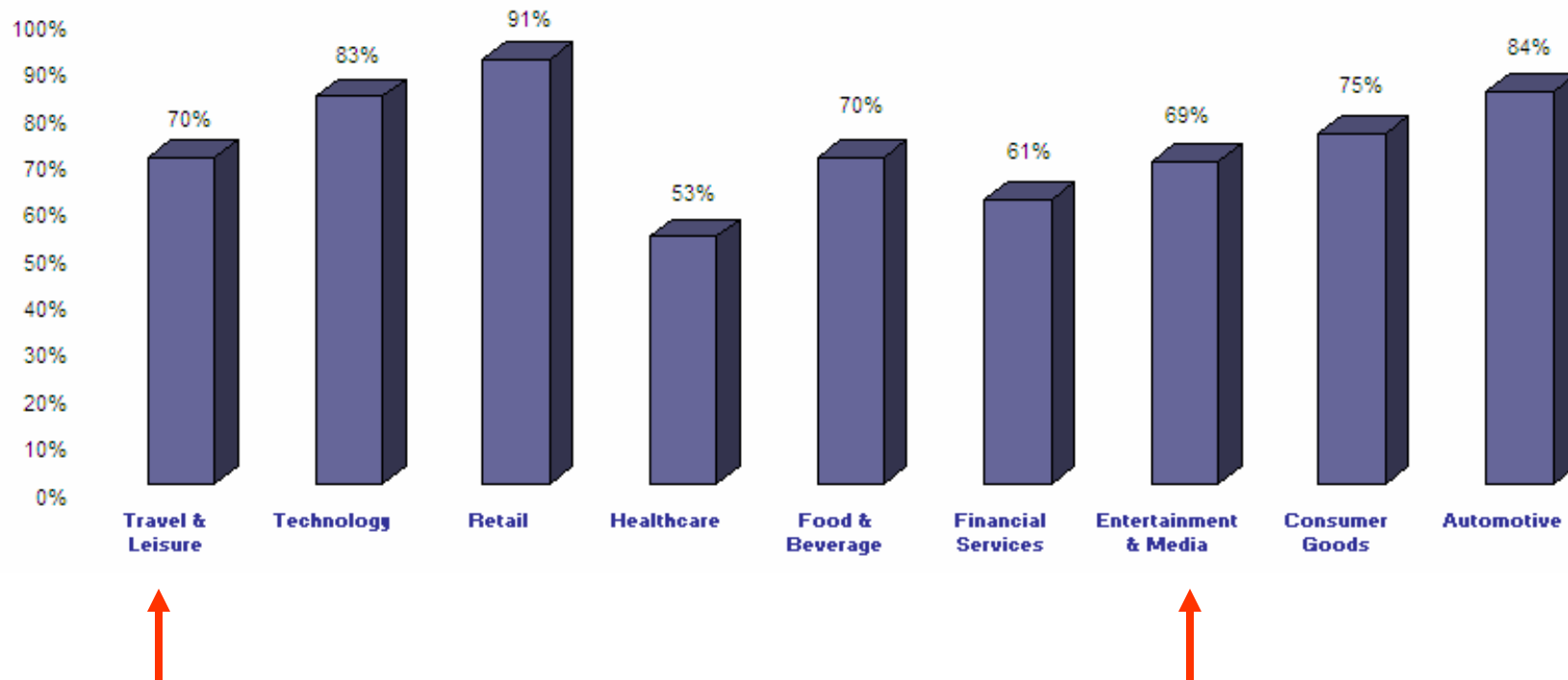
Reggie Brady
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Agenda

- The Power of Email
- The Pitfalls – and what you can do
- 12 Building Blocks for successful programs
- Some bells and whistles

The Power of Email

Use of Email by Industry



Powerful statistics

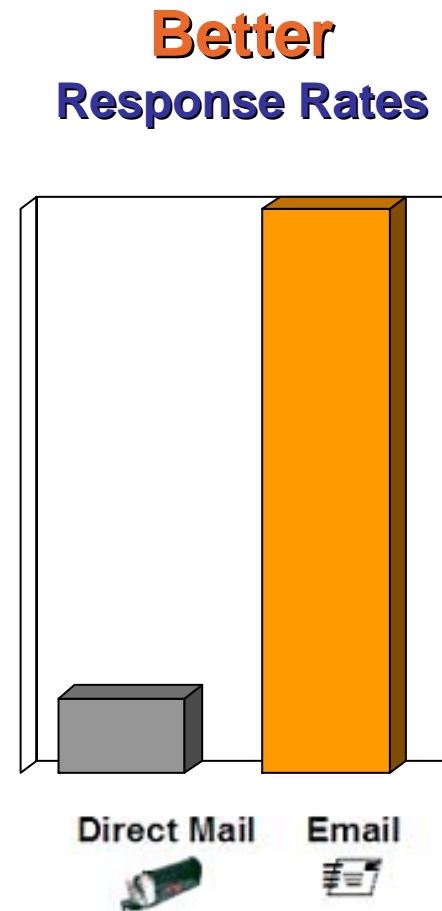
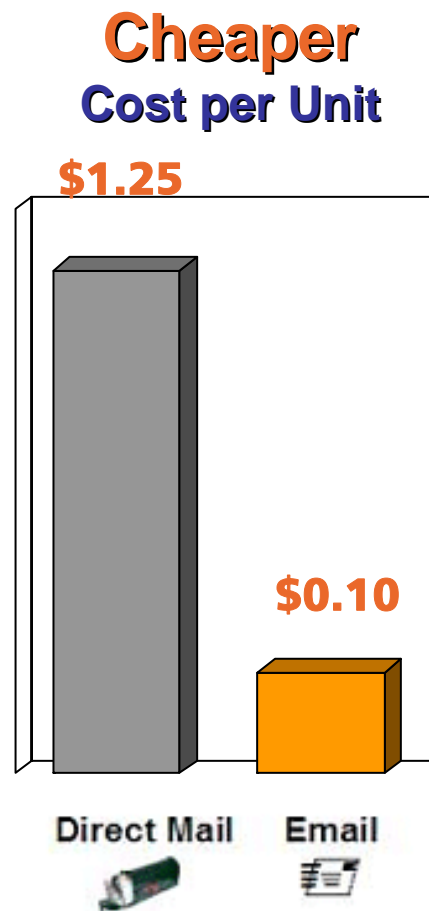
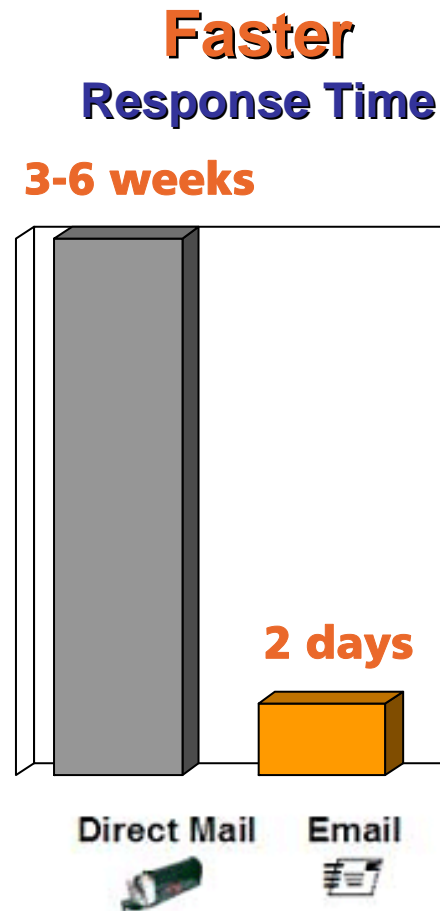
- Email delivers the highest ROI by a huge margin
– **\$45.65** for every dollar spent in 2008
- Email driven sales in the US will show a **CAGR of 14.9%** from 2006 to 2011

Email habits

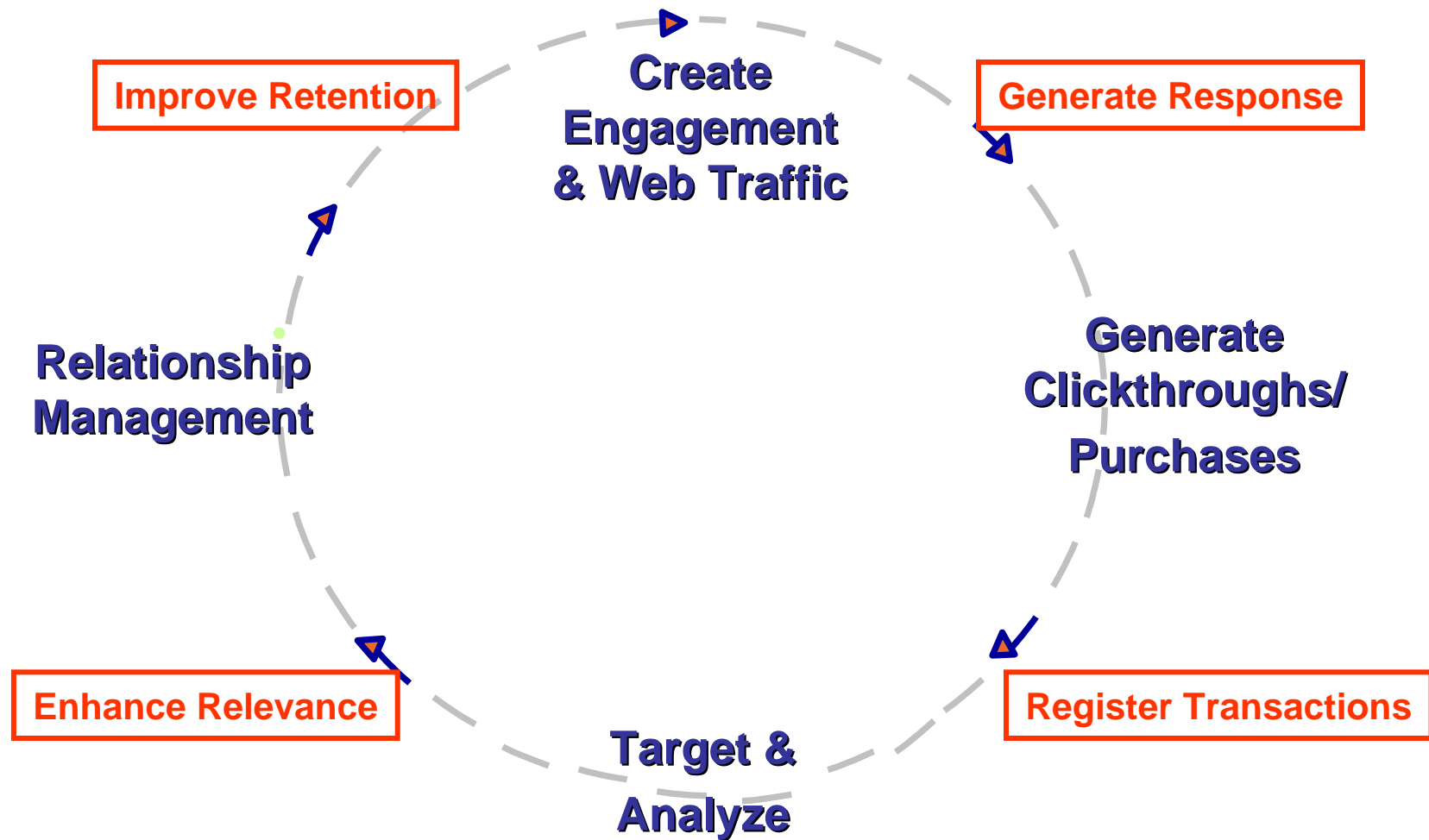
The distinction between work and home is blurring!

- 55% of **business people check work email** from home on nights and weekends
- 48% of **business people check personal email** at least occasionally during the day
- 90% of **consumers are on email multiple times** on a daily basis
- Almost half of consumers have at least **3 email accounts**
 - 95% consider one of these addresses to be their primary account

A comparison of email & direct mail



Email is cyclical in nature



Retention marketing is most effective

Free Offers

	Customer Acquisition		Customer Retention	
	BtoB	BtoC	BtoB	BtoC
CPM	\$175	\$100	\$5	\$5
Clicks	3.0%	3.9%	7.6%	9.6%
Conversions	3.6%	2.8%	7.7%	8.1%
CPA/CPO	\$160.99	\$92.32	\$0.86	\$0.65

E-Commerce Offers

Content

	Customer Acquisition		Customer Retention		Retention
	BtoB	BtoC	BtoB	BtoC	Both
CPM	\$175	\$100	\$5	\$5	\$5
Clicks	2.9%	8.2%	6.6%	8.2%	9.8%
Conversions	3.5%	1.9%	4.0%	5.5%	N/A
CPA/CPO	\$174.93	\$64.55	\$1.87	\$1.12	\$0.05

Email works best for retention

- **Email works best**

- To communicate with members and those who signed up
- To build loyalty and brand

- **Consider this**

- 80% of the unique visitors who come to your site will never return
- But, if you get them to opt-in to an email program
 - You capture visitor information
 - And, have an ongoing, sustainable way to bring them back to your site

Retention results for travel & hospitality

	Opens	Clicks
Bronto	38.0%	14.9%
CheetahMail	32.4%	8.8%

Email Pitfalls

And what you can do about them

No clear permission



Type of Consent	How	Example	Industry View
Implied opt out	Pre-checked box on form	Contest entry	Poor
Express opt in	No pre-checked box	Sign up for my email program	Good
Confirmed	Confirming email sent	Thanks for signing up	Great
Double	Confirming email sent. Recipient must okay.	Thanks for signing up, please confirm your interest	Excellent

Delivery Hurdles

ISPs

Businesses

Individuals

Filters	✓	✓	✓
Whitelists	✓		
Blacklists	✓	✓	
Complaints	✓		✓
Bounces	✓		
Volume	✓	✓	
Sending IP	✓	✓	

Content Filters

- Free, \$\$\$, !!!, Cash bonus
- ALL CAPS in subject line
- “Dear friend” in salutation
- Message is 90% to 100% one image
 - **Image to text ratio**
- Claims to be in compliance with CAN-SPAM
- HTML font size is large
- Click here
- Money back guarantee or “no-risk”

Go to SpamAssassin site for a full listing

Three Free Resources

- <http://spamcheck.sitesell.com>
 - Free site that will test your email and report what elements may be caught by spam filters
- www.lyris.com/resources/contentchecker/
 - Free site that will test your email based on SpamAssassin's rules
- <http://validator.w3.org>
 - Free site that checks your HTML code against conformance standards

Blacklists

- Over 300 in use
- Examine message headers for listed IP addresses
- Highly subjective and arbitrary
- Often difficult to resolve issues
- Subscribed to by ISPs and corporate IT departments
 - e.g. SpamCop, MAPS, SPEWS, SpamHaus
- A blacklist site you can check:
 - <http://openrbl.org>

Spam Complaints

- ISPs will not automatically forward spam complaints
- Register with ISPs who allow “feedback loops”

ISP	SPAM BUTTON	FEEDBACK LOOP
AOL	Yes	Yes
RoadRunner	Yes	Yes
MSN Hotmail	Yes	Yes
Yahoo	Yes	Soon
Earthlink	Yes	Yes
Juno / NetZero	Yes	Yes

Email Authentication

- Technical way to address phishing & spoofing – a way of verifying the email is from you
- 3 systems: SPF, SIDF and DKIM
- SPF and SIDF – you register the IP address(es) that send mail on your behalf
- DKIM – more complex wrapper surrounds your email
- Soon, the only way to be white-listed will be to comply

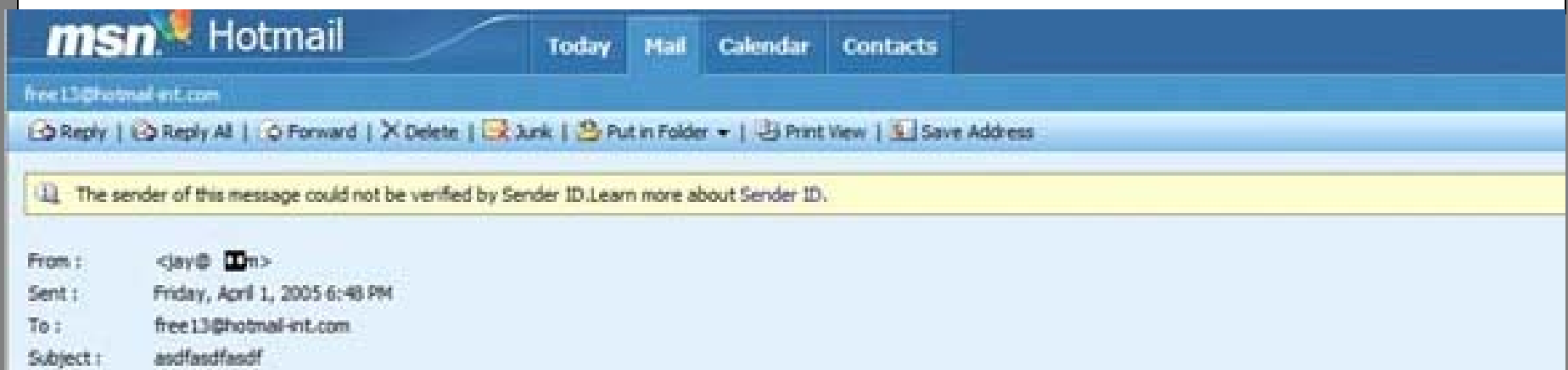
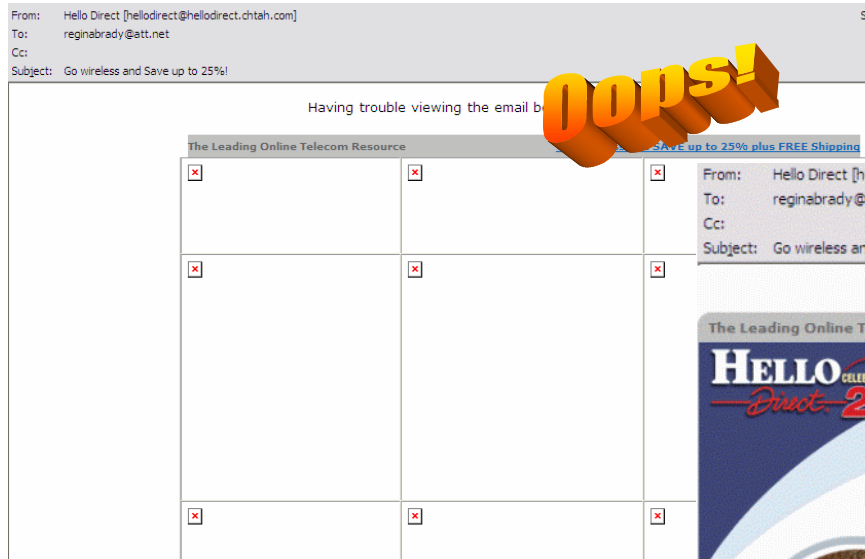


Image Blocking

How would your emails look?



Nothing to see!

From: Hello Direct [heliodirect@heliodirect.dhtah.com]
To: reginabradley@att.net
Cc:
Subject: Go wireless and Save up to 25%!

Having trouble viewing the email below? View it as a [web page](#).

The Leading Online Telecom Resource

Go Wireless and SAVE up to 25% plus FREE Shipping



Wireless Freedom is Yours!



In the Office!

SAVE up to 25%

GN 9120 Wireless Headsets

Talk up to 300 feet from your desk!



On the Go!

SAVE up to 25%

Jabra Cellular Headsets

Talk hands-free and cord-free in the car!



Conferencing!

SAVE up to 25%

Polycom Wireless Conferencers

Conference up to 150 feet from the base!

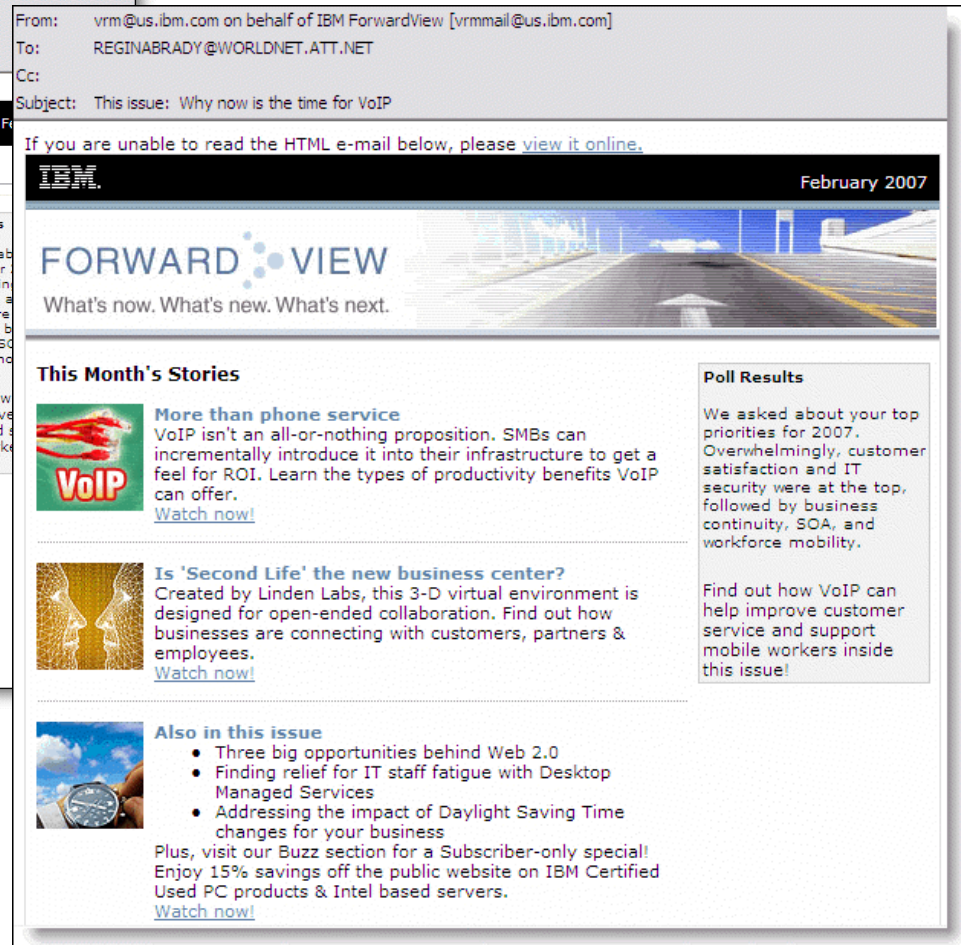
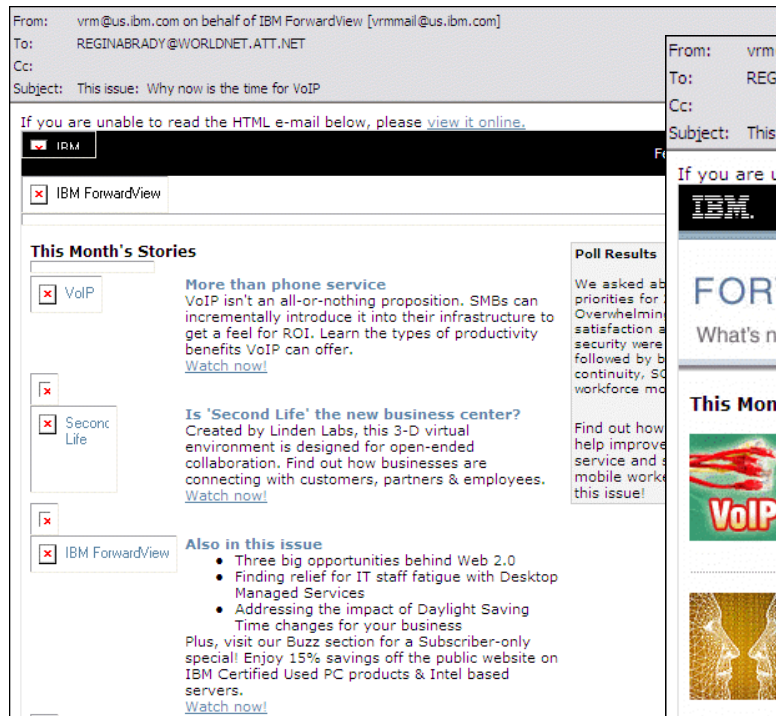


SAVE up to 25% plus FREE Shipping!

Secure shopping at HelloDirect.com or call for sales and support at:

Image Blocking

How would your emails look?



Text is readable even without images

Take advantage of the preview pane

- Half your readers will be able to see the beginning of your message and the header
- Work with the first 2 inches
- Include a link to view the full version

From: Drs. Foster and Smith **To:** reginabradly@att.net
Subject: Heartworm Prevention Tips for Cats **Cc:**

Dear Regina,

Visit our Heartworm Prevention Info Center for cat health advice, comparison charts, selection guides, and quizzes.

Having trouble viewing this email? Please [view online here](#).

DOCTORS
FOSTER^{and}SMITH[™]

pharmacy | how to place an rx order | about us | about generics

Cat Care Today

Protect Your Cat This Heartworm Season

Email Blueprint

12 Steps to Success
and ideas you can put to use

1. Leverage your site to grow your list

- Make email sign-up visible and “above the fold” on your home page
- Include sign up on most visited pages
- Or, use persistent sign up to promote on every site page

Sign up above the fold

- Upper right hand area
- 4 call-to-action links



Sign up above the fold

- Upper right hand area



2. Fine-tune registration

- Restate benefits
- Make it vertical
 - will improve results
- Shaded yellow backgrounds on fields
 - will improve results
- Include a link to your privacy policy
- Don't ask for their entire life history

- Vertical form
- Offer
- Limited number of capture fields

Keep in Touch

**Keep In-Touch
With A Monthly
Whitefish E-Mail
Newsletter...**



**We'll Send You A Free
32-Page Whitefish Travel
Planner...**

When you
Select the Box
to the Right



Download a Travel Planner



[Entire Travel Planner \(11.0 MB\)](#)



[Lodging Planner \(1.9 MB\)](#)

**Keep In Touch With
Whitefish! Order a Free
Travel Planner!**

* required

Email Address: *

First Name: *

Last Name: *

Send Me A Free Travel
Planner: ☐

Mailing Address:

City:

State/Province:

Select 

Zip/Postal Code: *

Country:

Select 



- Limited number of capture fields
- Explain email plan
- Do not share info
- Link to privacy policy
- Long, but easy to complete

Subscribe for More Information

[Map](#) [Weather](#) [Bookmark](#) [Send to Friend](#) [Print](#)

We'd like your permission to tell you more about what's going on this region, and others that we cover! Please select the topics below for which you'd like to receive updates and information. We will use this information only to email you periodically on the topics of your interest - Your information will not be shared with anyone, and you can unsubscribe from these lists at any time. [[Privacy Policy](#)]

Required Information

First Name

Last Name

Email

Optional Information

City

State/Province

Regional Interests

We have pre-selected the location(s) below, or you may take a moment to customize your locations of interest.

National Parks

- ☐ ALLAcadia.com
- ☐ ALLBryce.com
- ☐ ALLGlacier.com
- ☐ ALLGrandCanyon.com
- ☐ ALLGrandTeton.com

- ☐ ALLRockyMountain.com
- ☐ ALLYellowstonePark.com
- ☐ ALLYosemitePark.com
- ☐ ALLZion.com

Northern Rockies

- ☐ ALLBlackHills.com
- ☒ ALLBigSky.com
- ☒ ALLBozeman.com
- ☐ ALLCodyWyoming.com
- ☐ ALLJacksonHole.com
- ☐ ALLMcCall.com
- ☐ ALLMissoula.com
- ☐ ALLRedLodge.com
- ☐ ALLSunValley.com
- ☐ ALLWestYellowstone.com

Central Rockies

- ☐ ALLAspen.com
- ☐ ALLCrestedButte.com
- ☐ ALLMoab.com
- ☐ ALLParkCity.com
- ☐ ALLSteamboat.com
- ☐ ALLSummitCounty.com
- ☐ ALLTelluride.com
- ☐ ALLVail.com
- ☐ ALLWinterPark.com

Western Mountains

- ☐ ALLBendOregon.com
- ☐ ALLMammoth.com
- ☐ ALLMountHood.com
- ☐ ALLTahoe.com

Mailing Interests

We have pre-selected the interest(s) below, or you may take a moment to customize your topics of interest.

- ☒ Specials & Deals
- ☐ Local News
- ☐ Local Events
- ☐ Real Estate News
- ☐ Summer Activities Reports
- ☐ Winter Activities Reports

OR

- ☐ Unsubscribe from ALL Mailing Lists

3. Think about other opportunities

- Exploit other pages of your site
 - Typically 50% of your traffic will come in through another page
- If you have a toll-free number ask for email permission during inbound calls
 - A perfect opportunity to start a relationship
- Ask for email address on print and direct mail forms or at trade shows, exhibitions and fairs
- Have a contest or offer
- Cross promote other programs

Contests

A NYC hotel chain, tested 60,000 emails of people interested in traveling to NYC and who lived within driving distance.

Offer – Register on the hotel website and get a chance to win a free weekend in New York

Results:

- Netted 8,000 names including 2,000 from people who had the email forwarded to them.
- Paid back campaign costs + 25% in 3 months with estimated \$50,000 in sales

The travel industry seems to be a natural for this

Offers



Ask for permission to additionally send email.

NOTE – the box is not pre-checked – a best practice.

Sign Up for a Free Montana Vacation Planning Kit

» denotes a required field.

Tell us about yourself:

» First Name
Middle Name
» Last Name
Business Name
» Mailing Address
Mailing Address 2
» City
» State/Province OR » Other Province
» Postal Code
» Country
» E-mail

☐ Send me email updates about Montana

» What are your interests in Montana?

- | | |
|--|---|
| <input type="checkbox"/> Arts | <input type="checkbox"/> Hiking |
| <input type="checkbox"/> Bicycling | <input type="checkbox"/> Historic |
| <input type="checkbox"/> Canoeing | <input type="checkbox"/> Hunting |
| <input type="checkbox"/> Cross-Country Skiing | <input type="checkbox"/> Kayaking |
| <input type="checkbox"/> Culture | <input type="checkbox"/> Lewis & Clark |
| <input type="checkbox"/> Downhill Skiing | <input type="checkbox"/> National Parks |
| <input type="checkbox"/> Fishing | <input type="checkbox"/> Photography |
| <input type="checkbox"/> Forest | <input type="checkbox"/> Snowmobiling |
| <input type="checkbox"/> General Vacation Planning | <input type="checkbox"/> Whitewater Rafting |
| <input type="checkbox"/> Golfing | <input type="checkbox"/> Wildlife Viewing |
| <input type="checkbox"/> Guest Ranch | <input type="checkbox"/> Working Ranch |

» Would you like to receive travel planning information?

Nearly all the information on our website is also available in our vacation planning publications. Please select one of the following packets if you would like to receive a packet in the mail. Allow 5-6 weeks for delivery.

VIEW THE 2008-2009
MONTANA VACATION
PLANNER NOW



Browse the [Vacation Planner right now](#); its packed with great tips and information about Big Sky Country.

Immediate gratification

Cross promotion

Email Alerts!



BRIDGER BOWL NEWSLETTER

Thank you for signing up for the Bridger Bowl Newsletter.

POWDER ALERTS!

Sign-up for Bridger Bowl's "Powder Alert" this winter. When Bridger Bowl receives 6" or more of new snow, you will receive a special email from our snow reporters at Bridger Bowl. If the snow falls overnight, you will receive an email notice as early as 5:30 a.m. that same morning. For snow accumulations of 6" or more during the day, we will send you e-notices shortly after our snowfall data is collected. The Powder Alert will have all the standard ski and weather information plus a direct link to our Daily Snow Video and Photo page on our website where you can see the day's conditions in action.

Email Address

SUBMIT

I signed up for the Bridger Bowl e-newsletter, got an acknowledgement and other programs to choose from

SNOW SPORTS LEARNING CENTER UPDATES

Sign-up for Bridger Bowl's "Snow Sports Center Program Announcement" this winter. When Bridger Bowl has scheduled ski, snowboard and telemark programs and workshops available, our Snow Sports Center staff will send you a special email describing the program with all the pertinent information. The is email notice will be sent 14 days prior to any early registration deadlines so that you have plenty of time to register at the lowest price available. We will send a reminder email between 5 and 7 days prior to the event. The "Snow Sports Center Program Announcement" will have a direct link to our registration page where you can register and print liability release mailers, too.

Email Address

SUBMIT

BRIDGER EVENTS

Sign-up for Bridger Bowl's "Event Announcement" this winter. When Bridger Bowl has a special event scheduled, you will receive you a special email from our events department at Bridger Bowl. We will send one announcement a minimum of 14 days in advance and one reminder between 5 and 7 days in advance of the event. The "Event Announcement" will be in form of a promotional flyer or the registration form itself.

Email Address

SUBMIT

4. Say thank you and welcome

- Welcome or confirmation messages are the most opened and read messages
- Send asap after you collect the name
- A great opportunity to further the relationship
 - **Include a coupon**
 - **Embed most recent promotion**
 - **Promote “add me to your address book”**
 - **Restate the benefits**

- **Subject line:** Thank you for signing up for our e-newsletter “Wildlife W@tch”
- **From Line:** Jan Bussey – not smart to use a person’s name
- What I like:
 - **Received within minutes**
 - **Who wouldn’t love the picture?**
 - **Personalized**
 - **Comes from a person**
- In one year have grown subscribers from 1,000 to 4,000.
- Welcome letter gets 70% to 80% opens



Fossil Rim Wildlife Center

Welcome!

Dear Regina, 

We are delighted to have you as a new subscriber and look forward to introducing you to Fossil Rim Wildlife Center.

Our endangered species breeding facility provides you with a different experience each time you visit, regardless of the time of year or the weather. Come often, take your time, and enjoy all the variety that awaits you. Your support will let you become part of our conservation efforts. Educate yourself and your family about what is needed to keep these animals around for generations to come.

Privacy is important to us; therefore, we will not sell, rent, or give your name or address to anyone. At any point, you can select the link at the bottom of every email to unsubscribe.

Keep checking our website for up-to-date information.

Thanks, again, for becoming an important part of our caring community.

I'll be looking for you,


Jan Bussey

Fossil Rim Wildlife Center

email: editor@fossilrim.org
phone: 254-897-2960 x209
web: <http://www.fossilrim.org>

[Forward email](#)

 Safe to subscribe®

This email was sent to reginabrad@att.net, by editor@fossilrim.org
[Update Profile/Email Address](#) | Instant removal with [Safe to unsubscribe™](#) | [Privacy Policy](#)

Email Marketing by



Fossil Rim Wildlife Center | P.O. Box 2189 | 2155 CR 2008 | Glen Rose | TX | 76043

5. Be CAN-SPAM compliant

- All emails MUST include a physical address
- All emails MUST include a way to opt-out
 - **Opt out link - must be live for 30 days**
 - **Email address to reply is acceptable**
 - **MUST process opt-outs within 10 business days**
- Prior to any prospecting effort, you must apply a suppression file of all your previous opt outs
- Good business practice – include link to privacy policy

Email Footer

- Standard language at the bottom of a message. Might include instructions on how to opt-out, suggestion to forward to a friend, how long a promotion is available, etc.

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1-312-853-4400
editor@womma.org
<http://www.womma.org>



[Unsubscribe or update your email preferences.](#)

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[WOMMA respects your privacy.](#) We will not release your email address ever, for any reason.



6. If nothing else ... test subject lines

ProFlowers

Subject line A: “Last chance to order for Valentine’s Day is this Wednesday, order now”

Subject line B: Only 48 hours to order for guaranteed Valentine’s Day delivery”



The From Line is the **first** thing people look at and Subject Line is **second**. Together they get people to open your message.

More on subject lines

- Keep them short! Focus on the first 45 characters ... it can be longer, 60 characters maximum.
- Make it compelling
 - **State a benefit from reader's point of view**
 - **Make an offer**
 - **Intrigue the reader and stimulate curiosity**
- Forrester analysis
 - 52% of subject lines described content but had nothing of real benefit to readers

Subject Line Display

Email Client Rendering	From Spaces	From Shows	Subject Spaces	Notes
Outlook	User	Name & Email	User	1
Outlook Express	User	Name & Email	User	1
AOL 8	15/16	Email	51	
AOL Anywhere	16	Email	72	
Yahoo	30+	Name	80+	2
Hotmail	20	Name	45	2
MSN/Hotmail	20	Name	45	2
Eudora	User	Name	User	1
Excite	20	Name	40/80+	3
Juno	32+	Name	55+	2
1) User defines the amount of characters for From and Subject lines				
2) From line and Subject line space are dependent upon each other. A longer from line reduces the amount of space available for the subject line				
3) If From line is greater than 20 characters, Subject line expands to 80+ and on two lines; if From line is 20 characters or less, the Subject line is capped at 40 characters				

Check to see how many AOL, Hotmail and Excite users you have.

If significant, you may want to send those as a separate group with modified subject line.

7. Use good design techniques

- Cascading Style Sheets (CSS) are for web page design ... not email
- Rendering problems – particularly Hotmail and Gmail
- Use inline HTML (No style defined. Every line of code has to be defined with font faces/attributes/sizes, etc.)

(click for source)	Internal CSS	External CSS	Inline HTML
Acceptable	20	14	34
Some errors	4	3	2
Unacceptable	12	19	0

Lyris test of 36 email clients – both web-based and desktop

Inline HTML

CSS



Some design tips

- No javascript
- Text – 65 characters wide with NO line breaks
- HTML – keep file sizes small (under 50K)
- Host images rather than embedding in emails
- Test 1- 2- and 3-column design
- Create a seamless experience
 - Landing page should complement email

Fonts & colors – the magic 3

- **Tip:** use no more than 3 fonts and 3 colors



FONT 1
Font 2
Font 3



Text
works
too!

From: NRDC Legislative Watch [legwatch@nrdcaction.org]
To: reginabrad@att.net
Cc:
Subject: Legislative Watch, 5/30/06

Natural Resources Defense Council's

LEGISLATIVE WATCH

May 30, 2005

**Text formatted for easier
reading. Good use of simple
techniques to break up text.**

=====

This is a status report on congressional action on the environment. The information in this bulletin is also available on our website at <http://www.nrdc.org/legislation/legwatch.asp> (the web version links to the text of bills and congressional web pages). To take action on these and other environmental issues, visit NRDC's Earth Action Center at <http://www.nrdc.org/action/>.

(Please do not reply to this message. See the instructions below for how to unsubscribe or contact NRDC with questions or comments.)

=====

The House of Representatives passed the fiscal year 2007 Interior and Environment Appropriations bill. The House also approved a harmful logging bill, and addressed several climate and energy issues at the committee level. The Senate confirmed the nomination of Idaho Governor Dirk Kempthorne as Secretary of the Interior.

===

Budget/Appropriations

On 5/18, the House approved the FY07 Interior and Environment Appropriations bill (H.R. 5386) by a vote of 293-128. The \$26.1 billion spending bill includes a cut of more than 10 percent for conservation programs, including \$275 million in cuts to the Department of the Interior, Forest Service and Environmental Protection Agency. Despite the major funding cuts to environmental programs, the House approved a number of positive amendments, including those that would prohibit government funding for new logging roads in Alaska's Tongass National Forest; reinstate the ban on offshore natural gas drilling that had been

8. Remember people scan

- The clock is ticking!
- The average person reads 200 words per minute
 - Promotional email (offers and products)
 - Reading time – 5 to 15 seconds
 - Scan headlines, images and 30 to 40 words
 - Newsletter (content)
 - Reading time – 40 to 51 seconds
 - Scan headlines, images and 100 to 150 words



Organize content for an easy read

- 79% always scan; only 16% read word-for-word
 - Use clear, informative headlines
 - Bullet point items in a series
 - Keep paragraphs as short as possible
 - 10-15 words
 - Use short words where possible

Don't tell the whole story

- Email is **PUSH** marketing
- You want to drive them to your site
 - Let your site do the heavy lifting
 - Once at your site, they may explore other items of interest
- Give them enough information to whet their appetite
 - At least one paragraph ... maybe two
 - Then link to the site
 - As an extra benefit, there's more material for the search engines to crawl

Don't tell
the whole
story

Sent to travel
journalists

WhitefishNewsRoom.com

Winter 2008

Friday, January 25, 2008

Whitefish Winter Update

VOLUME 2 ISSUE 1

E-NEWS UPDATE

CONTENTS

Best Snow in a
Decade

Featured
Restaurant:
Pescado Blanco

Whitefish Nordic Ski
Options Grow

Horses Pull Skiers
Over Land and Air

Winter Ski & Stay
Packages

Come Take a
Closer Look



Best Snow in a Decade

Beautiful gift for 60th anniversary winter
www.skiwhitefish.com

Whitefish has been receiving record snowfall this winter. Almost 18 feet has fallen already this season, with no sign of letting up.
[FULL STORY]



Featured Restaurant: Pescado Blanco

Come inside this Mountain Mexican Kitchen
www.pescadoblanco.com

Pescado Blanco uses fresh, local, seasonal ingredients and blends flavors and the cultures
[FULL STORY]



Whitefish Nordic Ski Options Grow

New cross-country ski center expands
www.stillwatermtnlodge.com

Stillwater Mountain Lodge is located 8 miles northwest of Whitefish and offers nearly 30 kilometers of groomed cross country ski trails, including 12 km of "dog friendly" trails
[FULL STORY]

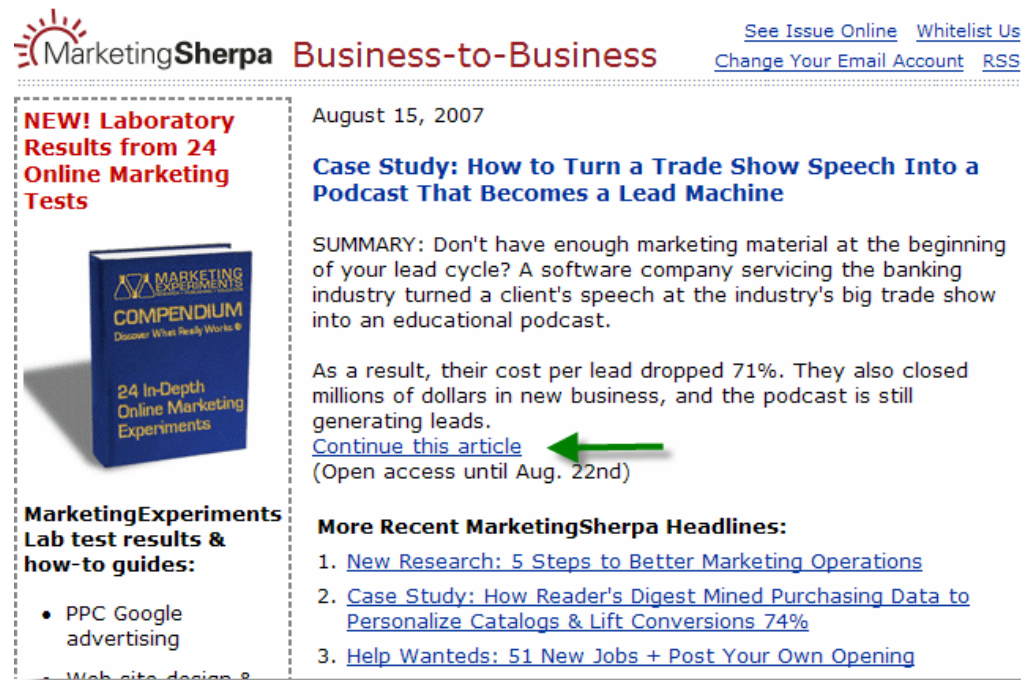


Horses Pull Skiers Over Land and Air

Skiing competition hits Whitefish
www.whitefishwintercarnival.com

And, test wording of links

- MarketingSherpa used “Continue here ...” and wanted to test link wording:
 - Click to continue + 8.53% CTR
 - Continue this article + 3.3% CTR
 - Read more – 1.8%



The screenshot shows a MarketingSherpa article page. At the top, the MarketingSherpa logo is on the left, and navigation links "See Issue Online", "Whitelist Us", "Change Your Email Account", and "RSS" are on the right. The main content area features a case study titled "Case Study: How to Turn a Trade Show Speech Into a Podcast That Becomes a Lead Machine" dated August 15, 2007. The summary describes a software company's success with a podcast. A green arrow points to the link "Continue this article" which is underlined and followed by "(Open access until Aug. 22nd)". To the left of the article, there is a sidebar with a book cover titled "MARKETING EXPERIMENTS COMPENDIUM" and text promoting "NEW! Laboratory Results from 24 Online Marketing Tests" and "MarketingExperiments Lab test results & how-to guides:". Below this, a list of topics includes "PPC Google advertising" and "Web site design". At the bottom of the main content area, there is a section titled "More Recent MarketingSherpa Headlines:" with a list of three links: "New Research: 5 Steps to Better Marketing Operations", "Case Study: How Reader's Digest Mined Purchasing Data to Personalize Catalogs & Lift Conversions 74%", and "Help Wanted: 51 New Jobs + Post Your Own Opening".

MarketingSherpa Business-to-Business

See Issue Online Whitelist Us
Change Your Email Account RSS

August 15, 2007

NEW! Laboratory Results from 24 Online Marketing Tests

Case Study: How to Turn a Trade Show Speech Into a Podcast That Becomes a Lead Machine

SUMMARY: Don't have enough marketing material at the beginning of your lead cycle? A software company servicing the banking industry turned a client's speech at the industry's big trade show into an educational podcast.

As a result, their cost per lead dropped 71%. They also closed millions of dollars in new business, and the podcast is still generating leads.

[Continue this article](#) (Open access until Aug. 22nd)

MarketingExperiments Lab test results & how-to guides:

- PPC Google advertising
- Web site design &

More Recent MarketingSherpa Headlines:

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2. [Case Study: How Reader's Digest Mined Purchasing Data to Personalize Catalogs & Lift Conversions 74%](#)
3. [Help Wanted: 51 New Jobs + Post Your Own Opening](#)

9. Value Added Content

- **This is my favorite.** Include information and I'll be much more likely to open your emails

- **Tips**
- **Factoids**
- **Advice**

From: newsletter@elabs3.com on behalf of Productivity Journal [reply-59183@elabs3.com]
To: reginabradley@compuserve.com
Cc:
Subject: Tips and Technology solutions for your office



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Jeff Mc
[Produc](#)

Productive Office Essentials:

Office Stocking Stuffer: Kensington Cleaning Products



You've found room in the budget for a complete monitor overhaul and your office is now up-to-date with brand spankin' new LCDs. Looking around to admire your new displays, you notice Sam the accountant using his shirttail to wipe smudges off of the screen! Don't let this happen to you - keep your investment safe with Kensington Screen Guardian cleaner (\$3.49) and Surface Guardian lint-free wipes (\$2.99 for 12).

Time-Saving Tip:

Everyone loves Google because it's so easy to use. The truth is, however, that many of Google's best features are often overlooked. For instance, take the "Cached" link that displays under most search results in Google. This little gem is the avid searcher's best friend. Here's how it works:



1. Start a search per usual by entering your search terms.

2. On the results page, click on the "Cached" link

- Extra value for travel agents – email sent asking them to download an app that would provide information.
- 46% of those who downloaded the app have used it for more than 2 hours



The screenshot shows the top of a web page for Celebrity Cruises and Royal Caribbean International, with the URL CRUISINGPOWER.COM. Below the header is a large image of a smartphone displaying the VIP CruisePass app. The app screen shows a 'Welcome Travel Agent' message and a 'Please Choose a Cruise Line below' prompt. To the right of the phone image, there is a section titled 'Download the VIP CruisePass' with a sub-header 'Get insider access to the cruise industry's best tools and resources:'. Below this, there is a bulleted list of benefits. At the bottom of the page, there is a small section titled 'What software is needed to run the VIP CruisePass?' with a note about Windows operating systems.

Celebrity X Cruises® Royal Caribbean INTERNATIONAL
CRUISINGPOWER.COM

Download the VIP CruisePass
Get insider access to the cruise industry's best tools and resources:

- Receive the latest info on Celebrity Cruises and Royal Caribbean International
- Have offers, weather reports and alerts delivered in real time, right to your desktop – you'll be the first to know about new updates
- Get direct access to CruisingPower.com when logged in - including selling tools, booking tools and more

What software is needed to run the VIP CruisePass?
At this time, the VIP CruisePass is designed to run only on computers using Windows 98/ME/2000 or XP operating systems

10. Talk to me

Personalization

From: newsletter@nrdcaction.org
To: Regina Brady
Cc:
Subject: NRDC Online: How Clean Is Your Beach?

Good
personalization
and use of
preview pane

Dear Regina,

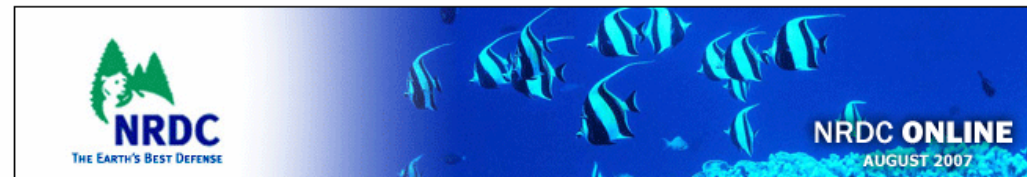

I'm delighted to send you the premier issue of NRDC Online — a monthly guide to the latest environmental podcasts and videos, interactive features, blog posts, green living ideas and more news you can use, from all of NRDC's websites. If, for any reason, you would rather not receive NRDC Online, just follow the instructions at the bottom of this newsletter.

Sincerely,



Frances Beinecke
President, Natural Resources Defense Council

Nice branding in
header and good
use of site
navigation



NRDC ONLINE
AUGUST 2007

VISIT NRDC.ORG >>	TAKE ACTION >>	DONATE >>	TELL A FRIEND >>
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EXPLORE NRDC ONLINE

Global Warming...Will Eat You for Lunch?

NRDC's Julia Bovey blogs about flesh-eating bacteria in the news. "Wow — that would really be the cherry on the top of my summer."

[»Read Julia's full post on Switchboard](#)



One Last Trip to the Beach? Check Here First.

Could swimming at your favorite beach be hazardous to your health? Find out at our new website, [YourOceans.org](#). Our interactive beach maps feature water quality and pollution monitoring information at more than 100 popular swimming and surfing beaches. See if you're swimming in troubled waters, and share comments about your favorite beach.

Have some fun

- TN Dept. of Tourist Development supported a TV campaign with interactive elements on their site
- Participants uploaded their pictures and got to ride with Dolly or Elvis
- Confirming email sent

Thanks for Taking a Ride with Dolly.

TENNESSEE
★ THE STAGE IS SET FOR YOU ★
tnvacation.com

THANKS FOR TAKING
A RIDE WITH DOLLY.
NOW YOU'VE GOT
A LICENSE TO RIDE!

PLACES TO STAY | SEASON SITES | ABOUT TENNESSEE

Tennessee Road Trip
LICENSE TO RIDE WITH A CELEBRITY

NAME: Joel Steidl
CLASS: Dolly
AUTHORIZED BY: TNVACATION.COM
ISSUED: 2007
EXPIRES: Never
FAVORITE CELEBRITY: ON FILE

Thank you for taking a ride with Dolly. We hope you enjoyed it! Now it's time to plan your road trip to Tennessee at tnvacation.com. Our website has everything you need to plan your trip, including an event calendar and a [Tennessee Vacation Guide](#).

State of Tennessee Department of Tourist Development | Wm. Snodgrass/Tennessee Tower
312 8th Avenue North, 25th Floor | Nashville, TN 37243 | www.tnvacation.com
615-741-2159 | info@tnvacation.com

Provide ways for your audience to identify or interact


Olympus Camera uses:

- Reader photos
- Reader questions
- Reader polls

Other ideas

- Testimonials
- Pictures of people

View the images in this email.






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Digital Tips & Talk from Olympus - October/November 2006


This Month's Features
[>> Tip of the Month](#) | [>> Featured photography](#) | [>> Quick tip](#) | [>> Ask Oly](#) | [>> Reader poll](#)

GREAT ACTION SHOTS

Ever tried to photograph a football player subject and the background by using a slower-than-normal shutter speed. And remember, every flash has a range, so keep your ghosts and goblins within it for best results.




We'd like to hear from you about this newsletter. [Take a survey.](#)



WATERPROOF Stylus 720 SW
» Learn More

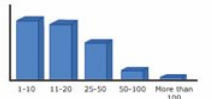
ASK OLY

Question: What's the difference between Type H and Type M xD Picture Cards?



[VIEW THE ANSWER AND SUBMIT A QUESTION](#)

HOW MANY PICTURES DO YOU TAKE ON AN AVERAGE DAY OF SHOOTING?



Range	Count
1-10	10
11-20	10
21-30	8
31-40	5
41-50	3
51-60	2
61-70	1
71-80	1
81-90	1
91-100	1
More than 100	1


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visit www.getolympus.com

Cash for your Camera!

>Start here.



Trade In
your old camera.
Trade Up
to Olympus.

11. Testing makes perfect

- Tested wording in headline
- **Click here** had slightly higher CTR
- **Get** had a 47% higher conversion rate

Click here



Get



Re-mail previous respondents

- Greenbriar hotel decided to offer a \$100 room discount
- Average results (CTR 14.6%)
- 3 weeks later decided to re-mail those who clicked but did not book
 - Less than 1,000 emails sent
 - Got bookings for 125 room nights (\$75,000) within 48 hours

12. Wake up your inactives


- Look at a 4 to 6 month timeframe for non-clickers
 - Average inactive rates are in the 30% to 50% range
- Some may not see your emails because they are being blocked or filtered
- Some may not see your emails because they are in a bulk folder
- Others are just inactive
- Set a strategy in place to reactivate them

Reactivation email
– hadn't sent an email
in a while

**Subject line:
Hunter Mountain
Newsletter: We
Miss You!**



Reactivation email BMW




ARE WE BORING YOU?

Every now and then we like to check in with our MINI Insiders. Are you enjoying the emails you receive from us? If yes, then great. Expect more good stuff from us in the future. If not, though, you might want to update your MINI Insider profile to indicate that you're not interested in receiving emails from us anymore. It's OK. Technically speaking, we're adults. We won't be offended.

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Email Bells & Whistles

Add some animation

Sales increased 49%
with animation

Click-throughs on
animated image
203% higher than
test with static
image



Triggered message

- Hotel chain sends 2 – 7 days before check in
- Create an experience
- 75% open rate
- 72% CTR



Triggered message

- Intrawest ski resorts have cross-sell program for people with resort reservations
- Offer discounts on lift passes, equipment rental and ski lessons
- Another email program delivers real-time snow reports to skiers within a 3 hour drive distance
- Generated millions of dollars in incremental revenues

